

July the Month of Big Bargains--Clearance Reductions in All Depts.

3c Spools of Brook's Machine Cotton
Three Spools 5c
With this coupon, 100-yard spools, white or black. Notion Dept. (T.)

10c Rolls of Toilet Paper
THREE Rolls 11c
THIS COUPON and 11c for THREE rolls of "Sanitary" Toilet Tissue Paper; one thousand sheets of perforated paper in each roll. Regular price, 10c a roll. 35c value for 11c. (T.)

10c Bottles of Peroxide of Hydrogen
5c
With this coupon. Quarter-pound bottles of standard make and full strength. (T.)

STORE HOURS: Open at 8:15 A. M.; Close at 5 P. M.
"IT PAYS TO DEAL AT GOLDENBERG'S"
Goldenberg's
SEVENTH AND K "THE DEPENDABLE STORE"
12c Yard-wide Mohawk Cotton, 6c Yard
Genuine Yard-wide Mohawk Bleached Cotton—a grade you will recognize as especially fitted for making summer underwear.
Extra fine, soft-finish quality; free from dressing. Limit—10 yards to a buyer.

4c Papers of Crowley's Needles
3 Papers for 5c
With this coupon. "Blue Label" brand; extra quality. Notion Dept. (T.)

19c Window Screens
With This Coupon . . . 12 1/2c
Porter-made Walnut-finished Window Screens, with mortised extension frame, steel centers and sides; 18 inches high; open to 32 inches. Regular 19c value, on sale tomorrow at 12 1/2c, with this coupon. Basement. (T.)

Regular 25c Jars 'Mum' 15c
With This Coupon.
The weekly advertised deodorant; destroys body odor. (T.)

A SALE OF New Wash Dresses

At About One-Half Regular Prices

Values Worth \$5 and \$6 **\$2.95** for
Values Worth \$6.98 & \$8.50 **\$3.79** for



Two well-known manufacturers wanted to wind up their balance of stock on hand and made us such alluring offers that we couldn't resist buying these charming wash frocks. The garments are notable for their excellent quality materials, fine trimmings and dainty style touches—features that lift this sale far above the ordinary.

MATERIALS INCLUDE: Gabardines, Voiles in flowered, striped, checked and plain weaves; Embroidered Lingerie, Rice Cloth, Plain Voiles, Ratines, Ramie and French Linens, Woven Striped Tissues and Novelty Ratines.

THE STYLES INCLUDE: Accordian Pleated Dresses, Triple Tunic Dresses, Sport Dresses, Novelty Dresses, Beach Dresses, Coatee Dresses, Empire Dresses, Tailored Dresses, etc.

Choice of a large assortment of new and distinctive effects, in every color and combination shown this season. All sizes for misses and women.

\$2.00 Royal Worcester Corsets at 98c
They're regular \$2 models—of beautiful grade batiste, in medium high bust, with deep lace edging and double boning throughout. Finished with six heavy hose supporters and extra hook on front clasp. A discontinued number. Perfect-fitting models, in sizes 18 to 26, at 98c.

\$1.50 Genuine Imperial Longcloth 89c Piece
The genuine Imperial English Longcloth: "Number 200" quality; soft chambray finish, for summer garments. Full 36 inches wide. One day at 89c for 12-yard pieces—regularly \$1.50.

\$1 & \$1.25 Neglige Shirts 49c

The Season's Biggest Values at

We helped a maker to clean up his overproduction and obtained values that will make this one of the most successful events of the kind known for a long time.

They are good fitting, full cut and well made shirts of finest quality Harmony percales, ducettine, madras, and mercerized cloths. In a wide range of this season's choicest designs and colors; with laundered or soft cuffs.

All sizes from 14 to 18 in the lot. Every shirt perfectly tailored and trimmed with best pearl buttons. Come tomorrow and replenish your needs for the summer from this splendid lot of regular \$1.00 and \$1.25 Shirts at 49c.



COUPON SALES

\$1.00 Birdeye, 69c
THIS COUPON and 69c for 10-yard piece of 21-inch Anti-Septic Birdeye, in sealed sanitary cartons. (T.)

5 Yards Toweling, 39c
THIS COUPON and 39c for 5 yards of Extra Heavy Full Bleached Absorbent Toweling, for roller or extra toweling. (T.)

50c and 75c Scarfs, 39c
THIS COUPON and 39c for Bureau Scarfs; Japanese or a luscious and pure linen, lace-trimmed styles. Limit—Two to a buyer. (T.)

Corset Covers, 12 1/2c
THIS COUPON and 12 1/2c for Corset Covers, with neat scalloped edges; full cut sizes and well made. (T.)

39c Dressing Sacques, 29c
THIS COUPON and 29c for Lawn Dressing Sacques; light patterns, with scalloped collars and cuffs; all sizes. (T.)

Children's 15c Drawers, 10c
THIS COUPON and 10c for Children's Muslin 5-piece huckee drawers; finished with neat embroidery and buttonhole bands; sizes 2 to 10 years. (T.)

39c Dresses, 25c
THIS COUPON and 25c for Little Girls' Gingham Dresses; long waists and pleated skirts; assorted checks and plaids; sizes 2 to 6 years. (T.)

\$2.00 Folding Screens, 95c
THIS COUPON and 95c for Three-fold Screens, 62 inches high; framed oak frames; filled with figured or plain green or brown silklike. (T.)

50c Character Dolls, 33c
THIS COUPON and 33c for Large Size Character Dolls; composition heads, stuffed bodies and dressed in rompers. Toy Dept.—Basement. (T.)

30c Window Shades, 21c
THIS COUPON and 21c for Opaque Cloth Window Shades, 36 feet. Mounted on good strong spring Harshorn rollers; in white, ecru, light or dark green; complete with crocheting to match. (T.)

July Clearance Sale of Women's \$2, \$2.50 and \$3 Low Shoes, at a pair \$1.39



With such extraordinary values as these at hand no thrifty woman can afford to miss the opportunity to supply new footwear. It's clearance time—and we've cut deeply into regular prices to hurry out surplus lots of Women's Low Shoes.

At \$1.39 choice offered of all the season's most desirable styles, including Pumps, Colonials, and Oxfords of Patent Colt, Gun Metal, Vici Kid, and Tan leathers; also White Canvas Low Shoes. High or low heels. Sizes 2 1/2 to 7.

\$1 & \$1.25 Middy Blouses 69c
For Girls and Misses, at
Manufacturer's close-out of summer stock of Middy Blouses—a timely purchase that brings extraordinary savings on the garments that every girl and young miss wants at this time.

Fine quality galatea material, in all-white and white with red or blue sailor collars, cuffs, lacers, and pockets. Three-quarter and full-length sleeves, some with lacers at hips. Full cut and well made middies, in all sizes from 6 to 20 years, for girls, misses, and young ladies.

Girls' 79c Tub Dresses, 49c
Girls' Dresses, of lawns, crepes, in figures, dots, and floral patterns, with white lawn collars and cuffs, finished with lace edging. Semi-pleated skirts. Light and dark colors. Sizes 6 to 12 years.

40-In. Crepe de Chine Regular \$1.50 89c

Quality at

A clearance price on this handsome silk that makes it possible for you to buy the material for a summer frock at very much below regular cost.

40 inches wide, Box-loom Crepe de Chine, extra heavy, pure silk grade, with rich, crepey finish. In white, flesh, pink, light blue, lavender, mais, apricot, old rose, sand, putty, reseda, copenhagen, Belgian blue, navy, battleship gray, taupe, silver, brown, myrtle, and black.

36-inch Colored Chiffon Taffeta, rich lustrous finish grade, in the following shades: Belg. blue, navy, copenhagen, alicia, nile, king's blue, Russian green, myrtle, emerald, pink, light blue, wistaria, old rose, reseda, lavender, brown, sand, gray, taupe, putty, black and pretty changeable effects. Regular \$1 value. Offered at 69c.

36-inch Black Satin Duchesse, extra heavy quality, for making bathing suits, coats and street costumes. Worth \$1.25. 98c.

36-inch Satin Stripe and Plain Tub Silks, all-silk quality, in a large assortment of colored stripes, for men's shirts, also women's waists and summer dresses. 75c. Worth \$1.00 yard. Sale price.

81x90 Seamless Bleached Sheets, double-bed size; made of strictly perfect quality heavy linen-finish sheeting cotton. Worth 75c. 55c.

Bleached Pillowcases, made of fine quality pillowcase cotton; large size 45x36 inches. Regularly 20c each. Sale price. 15c.

A Great July Reduction Sale of White Wash Fabrics

Never before have you known such a wealth of wonderful values in white goods—in this sale we have eclipsed all former records for low pricing. The cost of several new summer frocks of white is so little that you can hardly afford to miss tomorrow's appealing values in "The Daylight Store."

36-inch White English Rep., fine serviceable material for suits, skirts, middie blouses, and nurses' uniforms. Regularly 25c. 12 1/2c.

36-inch White Gabardine, the genuine corkscrew twill weave. Regularly 29c yard. Sale 14c.

36-inch White Pique, heavy woven raised rail welt. Regularly 39c yard. Sale 25c.

40-inch White Voile, a fine two-ply quality with tape edge. Regularly 35c yard. 16c.

47-inch White Batiste, a hand-serviceable material for suits, skirts, middie blouses, and nurses' uniforms. Regularly \$1 yard. Sale 39c.

36-inch White Seed Crepe Voiles, in various woven seed effects. Regularly 29c yard. Sale 12 1/2c.

40-inch White Dotted Swiss, in the scarce pin cushion dots and other styles. Regularly 25c yard. Sale 12 1/2c.

36-inch White Batiste, with the desirable rough nubbed surface. Regularly 25c yard. Sale 12 1/2c.

40-inch White Beach Suitings, the most favored fabric for suits and skirts. Regularly 29c. 18c.

Colored Wash Goods At July Clearance Reductions

40-inch Printed Voiles, including all the season's choicest and most sought-after brands, including Exposition Voiles, Society Voiles, Smart Set Voiles, Reception Voiles, etc. Large assortment of beautiful styles and colors. Regularly 25c. Sale 11 1/2c.

35-inch Rice Cloth, in white grounds with woven colored ratine stripes. Regularly 35c. 16c.

36-inch Beach Suiting, in tan and pink. Regularly 25c yard. 15c.

45-inch Bordered Voiles, in white grounds with handsome floral borders; wide enough for any length skirt. Regularly 39c. 19c.

45-inch Tropical Linen Suitings, in smart pepper and salt effects. 60 per cent linen. Regularly 39c yard. Sale 15c.

45-inch Ramie Linen, warranted all pure linen quality, in a good range of colors. Regularly 35c. 65c yard.

Stenciled CREX Rugs

8x10-ft. Room Size. Regular \$6.50 Value, at **\$3.95**

These sanitary and attractive floor coverings now marked at the lowest price you've ever known Crex Rugs of this size to sell for.

8x10-foot Room Size "CREX" Rugs in stenciled designs of green, red or brown, in key border and other patterns. Every rug warranted perfect quality and bears the well-known Crex trademark ticket and name woven in the binding to show it is the genuine.

Other Sizes in "CREX" Rugs at These Reductions:
4 1/2 by 7 1/2 ft.; regularly \$2.98, at \$1.59
6x9-ft. size; regularly \$4.50, at \$2.75
Fourth Floor and Furniture Dept., "Across the Street."

Women's Pure Silk Hosiery

Manufacturer's "Seconds" of Regular 50c Quality, at **25c**

Good, serviceable quality Pure Silk Stockings, with seamless foot, double sole, high spliced heel and toe, and lisle garter top. Choice of black and white. So-called seconds, because of slight defects in the weave of the silk, but the hurts are hardly noticeable and do not impair the wearing quality.

Tomorrow at 25c a pair instead of 50c.

Women's Pure Silk Stockings, full-fashioned foot, double sole, high-spliced heel and toe, garter tops. Black, white and colors. 50c. Sold regularly at \$1 pair. 12 1/2c.

Women's Fiber Silk Stockings, seamless foot, double sole, high-spliced heel and toe; choice of black and white. Slightly imperfect. Regular 25c. 12 1/2c.

59c Mercerized Table Damask Lowered to 39c a Yard
A clearance lot of 40 pieces of this good-wearing and desirable Table Damask, 64 inches wide; extra heavyweight yarn—mercerized grade, with a rich, satiny finish that no amount of washing will harm. Its superior laundering quality and service make it an extraordinary value at 39c a yard. Choice of five neat patterns. 18x18 Hemmed Mercerized Damask Table Napkins, in five neat patterns. (Limit one dozen to a buyer). Regularly \$1.00 dozen. Tomorrow at 59c.

Count the Savings in Monday's Notion Sale

White Darning Cotton (on spools), regular 3c kind, 6c apiece. 5c.

Inside Dress Belting, regular kind, black or white; all widths. 5c.

Silver-plated Thimbles, all sizes; regular 3c kinds. 3c.

Collar Buttons, composition (one piece), dozen on card. 2c.

Dressmakers' Pins, 1 lb. in boxes. 15c.

Linen Corset Lacers, 5-yard lengths; regularly 5c. 3c.

Silk Ribbon Tapes, regular 10c pieces, with bodkin; pink, blue, or white. 5c.

Sanitary Napkins, 5c kind, 6 in. square. 15c.

Blue Canton Tape, 6-yard pieces; all widths. Piece. 3c.

20c, 25c and 29c Qualities Turkish Towels 12 1/2c

Clean-up of a mill's odds and ends of fine quality Turkish Towels at a big concession—the best towel sale of the summer season.

They are Fine Quality Unbleached Turkish Towels, heavyweight double-hemmed ends, with hemmed ends; soft, absorbent kind for summer use. Sizes 22x44 and 26x48. Qualities made to sell at 20c, 25c and 29c, on sale tomorrow at 12 1/2c each.

Hemmed Huck Towels, size 18x36 and 18x38; all white, also red borders; soft finish, close-woven grade. Worth 12 1/2c. Sale 7 1/2c.

Hemmed Huck Towels, all white and red borders. Sizes 17x34 and 18x36. Worth 10c each. 5 1/2c.

25c Japanese Mattings Reduced to 12 1/2c Yard

A price unheard of before on Mattings of this splendid quality. The genuine 180-warp Japanese Mattings, in handsome carpet designs of green, red or blue; smooth-finish long rush straw quality, one of the most serviceable and attractive mattings you can buy. 20 and 40 yard rolls tomorrow at 12 1/2c a yard instead of 25c.

Heavy-weight Seamless China Mattings, smooth palmed finish cochin straw, in check, stripes or plaid designs; colorings of green, red, blue, tan, and brown; also plain white. Worth 25c yard. Sale 15c.

Extra Heavy-weight 90 to 95 Pound China Mattings, palmed finish lustrous straw, in plaids, stripes, and checks of green, red, blue, and brown. Worth 35c yard. Sale 18c.

Close-woven Seamless China Mattings, in stripes and checks, of green, red, blue, and brown. Worth 12 1/2c yard. July Clearance Sale 7 1/2c.

Greatly Reduced Prices Marked on Our Stock of Laces and Embroideries

42-inch Voile Flouncings, fine, sheer quality, deeply embroidered, in a large assortment of new and effective designs. Worth 49c. 69c yard. Sale 25c.

45-inch Handloom Swiss Embroidery Flouncings, extra deep openwork patterns, with scalloped and hemstitched edges, in scores of the newest and prettiest patterns for summer frocks. Fine, sheer quality. Values worth 75c and \$1 yard. 49c.

22-inch Swiss and Nainsook All-over Embroidery, pretty openwork, bird and baby patterns. Worth 75c and \$1 yd. 49c.

18-inch Embroidery Ornaments, quality, in a large variety of exquisite designs, for making the extremely stylish ruffle dresses. Worth 35c yard. Sale 25c.

Swiss, Cambric and Nainsook Embroideries, edgings, insertions, beading and galleons, in openwork and blind effects, also dainty baby patterns. Values worth 15c yard. 10 1/2c.

18-inch Shadow All-over Laces, white and ecru colors; pretty acorn, bird and floral designs. Worth 75c yard. 39c.

July Clearance Sale of Women's and Boys' Underwear

Women's Gause Cotton Vests, low neck and sleeveless, taped neck and arms; fancy yokes of plain effects. Sizes 4, 6 and 8. Regular 12 1/2c and 15c values. 8 1/2c.

Boys' Light-weight "Porokut" Underwear, shirts with short sleeves; knee pants; odd sizes. Regular 25c. 12 1/2c.

Women's Gause Cotton Union Suits, low neck and sleeveless; lace trimmed; sizes 5 and 6. 35c.

Men's 35c Underwear, 16c
THIS COUPON and 16c for Men's Underwear, shirts with short sleeves; ankle-length drawers. Regular 35c values. (T.)

COUPON SALES

30c Crex Rugs, 17c
THIS COUPON and 17c for 18x36 Crex Rugs; stenciled designs in blue, also plain or woven border, green, red, blue and brown. (T.)

\$1.00 Couch Covers, 59c
THIS COUPON and 59c for Couch Covers, of washable cretonne, light or dark colors; 3 1/2 yards long; 50 in. wide; fringed sides and ends. (T.)

\$1.48 Hats, 44c
THIS COUPON and 44c for Hemp Hats, black and white, in a variety of shapes. (T.)

50c Hats, 25c
THIS COUPON and 25c for White Hats, black and white, in a variety of shapes. (T.)

25c Ribbons, 13 1/2c
THIS COUPON and 13 1/2c for 25c Ribbons, in a full line of colors, including light shades and white. Nearly six inches wide. (T.)

100 Sheets Wax Paper, 10c
THIS COUPON and 10c for One Hundred Sheets of Special Brand Wax Paper. (T.)

100 Paper Napkins, 10c
THIS COUPON and 10c for One Hundred Paper Napkins, decorated in flowers. Sold regularly at 15c. (T.)

15c Tablets, 5c
THIS COUPON and 5c for Linen Tablets, 40 sheets in each; note size. (T.)

25c Stationery, 12 1/2c
THIS COUPON and 12 1/2c for Initial Correspondence Cards, stamped in gold and pink; envelopes to match. Fine linen stock. (T.)

12 1/2c Stair Rods, 5c
THIS COUPON and 5c for Heavy Stair Rods, oxidized finish, with ball knobs and fasteners. (T.)